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NOTICE OF ALLOWANCE AND FEE(S) DUE

00757 7590 10/27/2004

BRINKS HOFER GILSON & LIONE  
P.O. BOX 10395  
CHICAGO, IL 60610

EXAMINER

NGUYEN, CUONG H

ART UNIT

PAPER NUMBER

3661

DATE MAILED: 10/27/2004

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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10/072,220

02/08/2002

Narinder Pal Singh

9623/374

5376

TITLE OF INVENTION: AUTOMATIC FLIGHT MANAGEMENT IN AN ONLINE MARKETPLACE

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1370	\$300	\$1670	01/27/2005

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. **PROSECUTION ON THE MERITS IS CLOSED.** THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN **THREE MONTHS** FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. **THIS STATUTORY PERIOD CANNOT BE EXTENDED.** SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE REFLECTS A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE APPLIED IN THIS APPLICATION. THE PTOL-85B (OR AN EQUIVALENT) MUST BE RETURNED WITHIN THIS PERIOD EVEN IF NO FEE IS DUE OR THE APPLICATION WILL BE REGARDED AS ABANDONED.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL should be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). Even if the fee(s) have already been paid, Part B - Fee(s) Transmittal should be completed and returned. If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

**IMPORTANT REMINDER:** Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

# **PART B - FEE(S) TRANSMITTAL**

Complete and send this form, together with applicable fee(s), to: **Mail**

**Mail Stop ISSUE FEE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
(703) 746-4000**

or **Fax**

**INSTRUCTIONS:** This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

00757 7590 10/27/2004

**BRINKS HOFER GILSON & LIONE  
P.O. BOX 10395  
CHICAGO, IL 60610**

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

## **Certificate of Mailing or Transmission**

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (703) 746-4000, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/072,220	02/08/2002	Narinder Pal Singh	9623/374	5376

TITLE OF INVENTION: AUTOMATIC FLIGHT MANAGEMENT IN AN ONLINE MARKETPLACE

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1370	\$300	\$1670	01/27/2005

EXAMINER	ART UNIT	CLASS-SUBCLASS
NGUYEN, CUONG H	3661	705-014000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).  
☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.  
☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list  
 (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,  
 (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 \_\_\_\_\_  
 2 \_\_\_\_\_  
 3 \_\_\_\_\_

### 3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

#### 4a. The following fee(s) are enclosed:

- ☐ Issue Fee  
☐ Publication Fee (No small entity discount permitted)  
☐ Advance Order - # of Copies \_\_\_\_\_

#### 4b. Payment of Fee(s):

- ☐ A check in the amount of the fee(s) is enclosed.  
☐ Payment by credit card. Form PTO-2038 is attached.  
☐ The Director is hereby authorized by charge the required fee(s), or credit any overpayment, to Deposit Account Number \_\_\_\_\_ (enclose an extra copy of this form).

#### 5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

The Director of the USPTO is requested to apply the Issue Fee and Publication Fee (if any) or to re-apply any previously paid issue fee to the application identified above. NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

Typed or printed name \_\_\_\_\_

Registration No. \_\_\_\_\_

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.



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10/072,220	02/08/2002	Narinder Pal Singh	9623/374	5376
00757	7590	10/27/2004	EXAMINER	
BRINKS HOFER GILSON & LIONE P.O. BOX 10395 CHICAGO, IL 60610			NGUYEN, CUONG H	
			ART UNIT	PAPER NUMBER
			3661	

DATE MAILED: 10/27/2004

## Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 0 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 0 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (703) 305-1383. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at (703) 305-8283.



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/072,220	02/08/2002	Narinder Pal Singh	9623/374	5376

00757 7590 10/27/2004

BRINKS HOFER GILSON & LIONE  
P.O. BOX 10395  
CHICAGO, IL 60610

EXAMINER

NGUYEN, CUONG H

ART UNIT

PAPER NUMBER

3661

DATE MAILED: 10/27/2004

## Notice of Fee Increase on October 1, 2004

If a reply to a "Notice of Allowance and Fee(s) Due" is filed in the Office on or after October 1, 2004, then the amount due will be higher than that set forth in the "Notice of Allowance and Fee(s) Due" because some fees will increase effective October 1, 2004. See Revision of Patent Fees for Fiscal Year 2005; Final Rule, 69 Fed. Reg. 52604, 52606 (May 10, 2004).

The current fee schedule is accessible from WEB site (<http://www.uspto.gov/main/howtofees.htm>).

If the fee paid is the amount shown on the "Notice of Allowance and Fee(s) Due" but not the correct amount in view of the fee increase, a "Notice of Pay Balance of Issue Fee" will be mailed to applicant. In order to avoid processing delays associated with mailing of a "Notice of Pay Balance of Issue Fee," if the response to the Notice of Allowance is to be filed on or after October 1, 2004 (or mailed with a certificate of mailing on or after October 1, 2004), the issue fee paid should be the fee that is required at the time the fee is paid. See Manual of Patent Examining Procedure (MPEP), Section 1306 (Eighth Edition, Rev. 2, May 2004). If the issue fee was previously paid, and the response to the "Notice of Allowance and Fee(s) Due" includes a request to apply a previously-paid issue fee to the issue fee now due, then the difference between the issue fee amount at the time the response is filed and the previously-paid issue fee should be paid. See MPEP Section 1308.01.

Effective October 1, 2004, 37 CFR 1.18 is amended by revising paragraphs (a) through (c) to read as set forth below.

### Section 1.18 Patent post allowance (including issue) fees.

- (a) Issue fee for issuing each original or reissue patent, except a design or plant patent:
- |                                       |            |
|---------------------------------------|------------|
| By a small entity (Sec. 1.27(a))..... | \$685.00   |
| By other than a small entity.....     | \$1,370.00 |
- (b) Issue fee for issuing a design patent:
- |                                       |          |
|---------------------------------------|----------|
| By a small entity (Sec. 1.27(a))..... | \$245.00 |
| By other than a small entity.....     | \$490.00 |
- (c) Issue fee for issuing a plant patent:
- |                                       |          |
|---------------------------------------|----------|
| By a small entity (Sec. 1.27(a))..... | \$330.00 |
| By other than a small entity.....     | \$660.00 |

Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at (703) 305-8283.

# Notice of Allowability

Application No.

10/072,220

Applicant(s)

Davis et al.

Examiner

Cuong H. Nguyen

Art Unit

3625



--The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance and Issue Fee Due or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 9/02/2003.

2. ☒ The allowed claim(s) is/are 1-13, 15-17, 20-38, 41-45; they are renumbered as 1-40.

✓ 3. ☒ The drawings filed on Feb 8, 2002 are acceptable as formal drawings.

4. ☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

a) ☐ All b) ☐ Some\* c) ☐ None of the:

1. ☐ Certified copies of the priority documents have been received.

2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.

3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\*Certified copies not received: \_\_\_\_\_.

5. ☒ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application. **THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

6. ☐ Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient. A SUBSTITUTE OATH OR DECLARATION IS REQUIRED.

7. ☐ Applicant MUST submit NEW FORMAL DRAWINGS

(a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached

1) ☐ hereto or 2) ☐ to Paper No. \_\_\_\_\_.

(b) ☐ including changes required by the proposed drawing correction filed \_\_\_\_\_, which has been approved by the examiner.

(c) ☐ including changes required by the attached Examiner's Amendment/Comment or in the Office action of Paper No. \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings. The drawings should be filed as a separate paper with a transmittal letter addressed to the Official Draftsperson.

8. ☐ Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Any reply to this letter should include, in the upper right hand corner, the APPLICATION NUMBER (SERIES CODE/SERIAL NUMBER). If applicant has received a Notice of Allowance and Issue Fee Due, the ISSUE BATCH NUMBER and DATE of the NOTICE OF ALLOWANCE should also be included.

## Attachment(s)

1 ☒ Notice of References Cited (PTO-892)

3 ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

5 ☐ Information Disclosure Statement(s) (PTO-1449), Paper No(s). \_\_\_\_\_

7 ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material

9 ☐ Other

2 ☐ Notice of Informal Patent Application (PTO-152)

4 ☒ Interview Summary (PTO-413), Paper No. 8

6 ☒ Examiner's Amendment/Comment

8 ☒ Examiner's Statement of Reasons for Allowance

813

8/B

PTO - 413 --- continuation sheet ---

The application has been agreed to amend as follows:

- In claim 1: On line 1, substitute "an online" with --- a pay-for-placement ---
- In claim 1: On line 2, insert --- more --- between "or" and "advertisers";
- In claim 1: On line 9, substitute "an online" with --- pay-for-placement ---
- In claim 1: On line 18, substitute "online" with --- pay-for-placement ---
- In claim 15: On line 2, substitute "online" with --- pay-for-placement ---
- In claim 15: On line 4, substitute "online" with --- pay-for-placement ---
- In claim 17: On line 2, substitute "online" with --- pay-for-placement ---
- In claim 21: On line 2, substitute "online" with --- pay-for-placement ---
- In claim 21: On line 5, after "listing;" insert --- and --- ;
- In claim 24: On line 1, insert --- in a pay for placement marketplace, the

✓ B1

database search system --- between "system" and "comprising";

- In claim 33: On line 3, substitute "have" with --- having --- ;
- In claim 42: On line 1, insert --- of manufacture --- between "article" and "comprising";
- In claim 42: On line 4, substitute "an online marketplace system" with --- a pay-for-placement marketplace, ---

✓ B2

- In claim 42: On line 5, substitute "online marketplace system" with --- pay-for-placement marketplace ---
- In claim 43: On line 2, substitute "online marketplace system" with --- pay-for-placement marketplace ---

B

### DETAILED ACTION

1. This Office Action is the answer to the amendment received on 8/18/2003, and the interview on 9/02/2003. Claims 1-13, 15-17, 20-38, 41-44 are pending. Claims 14, 18-19, 39-40 were cancelled; claim 45 is added.

#### Priority

2. This application claims priority of a CIP having a priority date of 5/28/1999.

#### Drawings

3. Since allowable subject matter has been indicated, applicants are encouraged to submit formal drawings in response to this Office Action. The early submission of formal drawings will permit the Office to review the drawings for acceptability and to resolve any informalities remaining therein before the application is passed to issue. This will avoid possible delays in the issue process.

#### Examiner's amendment:

4. The authorization for this amendment was given by Mr. John D. Rauch (register # 37,218) on 9/02/2003. Should the changes be unacceptable to applicants, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

The application has been agreed to amend as follows:

- In claim 1: On line 1, substitute "an online" with --- a pay-for-placement ---
- In claim 1: On line 2, insert --- more --- between "or" and "advertisers";
- In claim 1: On line 9, substitute "an online" with --- pay-for-placement ---
- In claim 1: On line 18, substitute "online" with --- pay-for-placement ---
- In claim 15: On line 2, substitute "online" with --- pay-for-placement ---
- In claim 15: On line 4, substitute "online" with --- pay-for-placement ---

- In claim 17: On line 2, substitute "online" with --- pay-for-placement ---
- In claim 21: On line 2, substitute "online" with --- pay-for-placement ---
- In claim 21: On line 5, after "listing," insert --- and --- ;
- In claim 24: On line 1, insert – in a pay for placement marketplace, the database search system – between "system" and "comprising";
- In claim 33: On line 3, substitute "have" with --- having --- ;
- In claim 42: On line 4, insert – of manufacture – between "article" and "comprising";
- In claim 42: On line 4, substitute "an online marketplace system" with --- a pay-for-placement marketplace, ---
- In claim 42: On line 5, substitute "online marketplace system" with --- pay-for-placement marketplace ---
- In claim 43: On line 2, substitute "online marketplace system" with --- pay-for-placement marketplace ---

***Allowable Subject Matter & Reasons for Allowance***

5. Independent claim 1 is patentable over the closest references of **eBay.com**, **Fischer et al.** (US Pat. 5,835,896), **Ryan et al.** (US Pat. 6,421,675), and **Auxier et al.** (US Pat. 6,379,251) because these references do not anticipate nor fairly and reasonably teach a method for managing an advertising flight in a pay-for-placement marketplace among an advertiser and searchers, comprising:

- adjusting a bid amount of the specified advertiser search listing which include a bid amount, a search term, and a network location identifier of an advertiser associated with the search listing.



6. Independent claim **24** is patentable over the closest references of **eBay.com**, **Fischer et al.** (US Pat. 5,835,896), **Ryan et al.** (US Pat. 6,421,675), and **Auxier et al.** (US Pat. 6,379,251) because these references do not anticipate nor fairly and reasonably teach a search system in a pay-for-placement marketplace, comprising:

- a programmed flight management agent responsive to advertiser-specified parameters for adjusting a bid amount of a search listing wherein said search listing includes a search term, said search term associated with a bid amount payable by an advertiser.

7. Independent claim **42** is patentable over the closest references of **eBay.com**, **Fischer et al.** (US Pat. 5,835,896), **Ryan et al.** (US Pat. 6,421,675), and **Auxier et al.** (US Pat. 6,379,251) because these references do not anticipate nor fairly and reasonably teach an article of manufacture, comprising:

- computer codes to vary a bid amount for a specified search term of a search listing wherein said search listing includes a search term, said search term associated with a bid amount payable by an advertiser.

8. Claims 2-13, 15-17, 20-23; 25-38, 41, 45; 43-44 are allowed because they are dependent upon base claims 1; 16; and 21 (in that order).

### ***Conclusion***

9. Claims 1-13, 15-17, 20-38, 41-45 are patentable.

Claim 41 is renumbered as 39.

Claims 42-44 are renumbered as 14, 18-19.

Claim 45 is renumbered as 40.

10. These following references are related to this invention however, they don't suggest about adjusting a bid amount for a search term in an Internet pay-for-placement environment:

- **Davis et al.**, US Pat. 6,269,361 – 7/21/2001, System and method for influencing a position on a search result list generated by a computer network search engine. This patent from the same assignee is improper for use to reject this pending application because of this reference's priority date.

- **SOULANILLE THOMAS et al.**, EP1282051 – 2/05/2003, System and method for enabling multi-element bidding for influencing a position on a search result list generated by a computer network search engine. This patent from the same assignee is improper for use to reject this pending application because of this reference's priority date.

- **SHOSAKU KAWAI**, US Pat. 5,822,529 – 10/13/1998, 705/26, teach about distributed bi-directional communication network structure in which a host station connected to a plurality of user stations initially assists only in setting up communication directly between user stations without going through the host station (**JP 6-189708** – 8/11/1994; **JP 7-085028** – 4/11/1995). This reference 's subject matter is different from the pending claimed invention.

- **Rodney D. Nielsen**, US Pat. 5,791,652 – 8/11/1998, 273/305, teaches about domino and interchangeable suit cards, games, and methods of play). This reference 's subject matter is different from the pending claimed invention.

- **DAVIS DARREN J. et al.**, US2001042064 – 11/15/2001, G06F17/30, System and method for influencing a position on a search result list generated by a

computer network search engine. This patent from the same assignee is improper for use to reject this pending application because the filing date of this case is 2/08/2002 (after 11/1999).

- **ADAMS CHAD** et al., US2002042769 – 4/11/2002, System and method for conducting electronic auctions with multi-parameter optimal bidding, IPC Classification: G06F17/60. This reference has a different subject matter compared to the pending application.

- **SKINNER CHRISTOPHER J.**, US2003105677 – 6/05/2003, IPC Classification: G06F17/60, Automated web ranking bid management account system. This patent from the same assignee is improper for use to reject this pending application because of this reference's priority date.

- **SOULANILLE THOMAS A.** et al., US2003033292 – 2/13/2003 - G06F17/60, System and method for enabling multi-element bidding for influencing a position on a search result list generated by a computer network search engine. This patent from the same assignee is improper for use to reject this pending application because the filing date of this case is 2/08/2002 (after 11/1999).

- US2003105677 Automated web ranking bid management account system

- US2003088496 Tag processing terminal for facilitating competitive internet bid transactions.

- US Pat. 6,058,417, Information presentation and management in an online trading environment.

- US Pat. 6,415,270, Multiple auction coordination method and system.

- CA2322210 SYSTEM AND METHOD FOR AUCTIONING SERVICES OVER AN INFORMATION EXCHANGE NETWORK.
- WO0246879 SYSTEMS AND METHODS FOR SHIFTING BIDS AND OFFERS IN A TRADING INTERFACE.
- CA2396394 SYSTEM AND METHOD FOR ENABLING MULTI-ELEMENT BIDDING FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCHING.
- GB2381896 A method for enabling multi-element bidding for influencing a position on a search result list generated by a search engine.
- CA2375132 SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE.
- WO03010689 IMPROVED SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE
- EP1282051 System and method for enabling multi-element bidding for influencing a position on a search result list generated by a computer network searching.
- WO0073960 SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE.
- US2002073014 Systems and methods for shifting bids and offers in a trading interface.

- US2002042769 System and method for conducting electronic auctions with multi-parameter optimal bidding.
- US2001034696 Range bid model.
- US2001051940 System and method for influencing a position on a search result list generated by a computer network search engine
- US2001051911 Bidding method for internet/wireless advertising and priority ranking in search results.
- US2001047354 System and method for influencing a position on a search result list generated by a computer network search engine.
- US2003033292 System and method for enabling multi-element bidding for influencing a position on a search result list generated by a computer network searching.

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to examiner Cuong H. Nguyen, whose telephone number is (703)305-4553. The examiner can normally be reached on Monday-Friday from 7:00 AM-3:15 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ms. Wynn Coggins, can be reached on (703)308-1344.

**Any response to this action should be mailed to:**

Issue

***Commissioner of Patents and Trademarks  
Washington D.C. 20231***

or faxed to: (703)305-7687 [Official communications; including  
After Final communications labeled "Box AF"]

703-746-5572 (RightFax) Informal/Draft communications, labeled  
"PROPOSED" or "DRAFT"]

Hand delivered responses should be brought to Crystal Park 5, 2451  
Crystal Drive, Arlington, VA, 7<sup>th</sup> floor receptionist.

Any inquiry of a general nature or relating to the status of this application  
or proceeding should be directed to the Receptionist whose telephone number is  
(703)308-1113.

*Cuong Nguyen*  
Primary Examiner  
Sept. 05, 2003